

Outside the Box

Los Gatos Utility Box Art Program

The Town of Los Gatos Parks and Public Works Department announces the unique opportunity for local artists to submit designs for the Outside the Box program.

Overview

The Outside the Box Utility Box Art Program is designed to enhance the area by adding works of art to the streetscapes on surfaces that are often targeted by graffiti vandals. Artwork on utility boxes functions as a form of communication to a moving audience with the goal of creating a safe, inclusive and interesting urban environment. Successful proposals will foster community pride, convey the sense of the Los Gatos community, and add awareness of sustainability to the Town. Accepted art will be transferred to vinyl wraps and installed on utility boxes. The condition, maintenance issues, and artistic effectiveness of the wrapped utility boxes will be assessed to determine if the Outside the Box program should be expanded to include more utility boxes.

Design Guidelines and Specifications for Selected Artists

- Design must include all visible sides of the utility box.
- Designs must not be offensive, and no advertising, branding, or commercial images are allowed.
- If the design is to include text, it must be included in the proposal. The artist must have the right to use this text. Designs may not include any breach of intellectual property, trademarks, brands, images of illegal activity or involve the attachment of any objects to the box.
- Designs should not mimic or take the style of tags or graffiti.
- The finished artworks will be in the public domain and therefore may be vandalized. Accordingly, artists should be thoughtful about having large open areas in the design – for example, large areas of blue skies may give a vandal the perfect spot to deface the work.
- The vinyl wraps have a lifetime of five years; the Town has the right to replace them at that time or if vandalized prior to that time.
- Selected artists will be subject to signing a public art agreement through the Town of Los Gatos and be held subject to those requirements, deadlines, and restrictions.
- Artists will be involved in approving a semi-final layout of their image on the utility box.

Selection Process

A selection panel comprised of two employees of the Town's Environmental Services Division, one employee of the Town Manager's Office, and two members of the Arts and Culture Commission will review all applications and select up to five finalists. The number of artists selected and how many utility box designs each artists will create is chosen at the discretion of the selection committee.

How to Apply

Artists must reside in one of the following zip codes: 95030, 95031, 95032, 95033.

To submit a proposal, please provide the following in ONE email:

1. Design statement(s)
 - Briefly explain your design concept
 - If including more than one potential design, you must include a statement for each design
2. Resume
3. Three digital examples of previous work
4. Design(s)
 - Each applicant can submit up to three sample designs. They are to be submitted in an electronic format and must take in to consideration the utility box measurements provided.
5. Affirmative representation that the artist owns all copyright rights without restriction or infringement on any third party rights to the artwork submitted for consideration.

The Town reserves the right to accept any applications, to not accept any artist recommended by the Selection Committee, to initiate an alternate selection process, or to reissue the Call to Artists.

If the submittal material package does not include all items listed above, the Town of Los Gatos shall determine which submittal packages are responsive and reserves the right to reject all incomplete proposals. Please do not send information or materials not specifically requested as part of this application.

Notification of Results and Installation

- The artists selected will be notified at the conclusion of panel deliberations. Applications will receive notifications of the panel's decision by email. The Town of Los Gatos reserves the right not to select any of the applicants.

- Selected artists will be given a \$500.00 stipend to design one mural each, featuring the theme provided for each box. Artists DO NOT fabricate or install the final art on the box.
- The fabricator will take artists designs, transfer them to a vinyl wrap, and then apply them to the utility boxes.
 - Utility boxes range in size and shape. There are vertical and horizontal forms. Please be aware that the wraps and designs may also be modified to accommodate a number of special features including meters, vents, and handles.
 - Note that because boxes range in size and images could be used more than once, some cropping may occur to images.
- Artwork will be celebrated with an unveiling presentation.

Timeline*

January 23, 2015– Call for designs

March 6, 2015 – Deadline for artists to submit designs

March 2015 – Committee reviews design

March 30, 2015 – Chosen designs announced

Summer 2015 – Wraps installed

*Dates are tentative and subject to change.

Proposal Submission and Inquiries

Proposals must be received no later than 5:00 PM on March 6, 2015. Proposals must be emailed to the attention of Shelayne Hammack at shammack@losgatosca.gov with the subject line “Outside the Box Los Gatos Proposal- (Your Name) .” All inquiries should be directed to Shelayne Hammack at (408) 399-5778 or send an email to the address above.

Terms, Conditions, and Reservations of Rights

By submitting a proposal, proposers grant the Town of Los Gatos the right to use the selected artists’ work in Downtown Los Gatos, as well as for advertising, promotion, and for any other Town purpose. By submitting the proposal, proposers agree that the Town of Los Gatos is not responsible for any incorrect information caused by any technical or human error that may occur in the processing of submissions by the Town, including but not limited to any misprints or typographical errors.

The Town of Los Gatos will not be responsible for incomplete, defective, or unreadable entries or for failure to receive entries due to transmission failures or technical failures of any kind.

All submittals become the property of the Town of Los Gatos.

Box themes:

1. Behind Carry Nations – Clean Air

The theme of this utility box is to promote the idea that everyone has the right to clean air and living a healthy life, especially our children. The image should reinforce that, possibly showing children playing or watching the audience in a healthy environment.

2. Santa Cruz Avenue/Highway 17 Intersection – Clean Waterways

This utility box is near an entrance to the Los Gatos Creek Trail, and the image should express the importance of keeping the creek and other waterways clean, as they lead to the bay. The image can show people picking up litter or a similar image that shows keeping the creek and water clean.

3. Los Gatos Saratoga/Los Gatos Boulevard Intersection – Eat Fresh, Buy Local

The theme of this utility box encourages people to grow your own food and shop at local stores and the farmers' market. Eating fresh food keeps people healthier, and supporting local shops and farmers helps the community thrive.

4. Town Plaza – Los Gatos: Past, Present, Future

The theme of this utility box is taking care of the environment now for future generations. Possible images could have a historical theme or Los Gatos then and now. It's also about protecting the environment and your Town so that it is sustainable for the future.

5. Oka/Lark Avenue Intersection – Alternative Transportation

The theme of this box is using alternative transportation to reduce emissions and your carbon footprint, including walking, biking, and taking public transportation. It can also include hiking as an environmentally-friendly recreational activity that does not produce any emissions.